

Statewide Lodging Performance by County Second Quarter 2008

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2008	% Change	2008	% Change	2008	% Change	2008	% Change	2008	% Change
Apache	68.4%	-0.7%	80.01	7.8%	54.70	7.1%	61,719	-0.7%	90,272	0.0%
Cochise	68.3%	-9.0%	67.69	6.3%	46.21	-3.3%	176,224	-2.9%	258,130	6.7%
Coconino	75.4%	-2.4%	90.11	3.7%	67.98	1.2%	724,563	-1.7%	960,380	0.8%
Gila	65.0%	-15.9%	73.25	1.0%	47.64	-15.0%	67,122	-11.1%	103,194	5.7%
Graham	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Greenlee	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
La Paz	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Maricopa	60.3%	-9.4%	119.60	2.1%	72.18	-7.5%	2,897,602	-6.4%	4,801,350	3.4%
Mohave	59.8%	-2.6%	74.86	-1.7%	44.76	-4.3%	229,983	-3.1%	384,657	-0.5%
Navajo	69.1%	0.4%	68.47	6.3%	47.28	6.6%	204,861	1.1%	296,666	0.8%
Pima	63.2%	-4.1%	97.67	4.5%	61.78	0.2%	894,940	-1.7%	1,414,963	2.5%
Pinal	60.0%	-4.8%	75.31	5.1%	45.18	0.1%	82,840	-1.0%	138,077	4.1%
Santa Cruz	67.1%	-7.1%	73.23	1.0%	49.12	-6.2%	58,532	-7.0%	87,269	0.0%
Yavapai	71.7%	-6.3%	131.46	1.6%	94.21	-4.9%	301,035	-4.4%	420,056	2.1%
Yuma	57.8%	-3.6%	74.82	0.5%	43.24	-3.1%	172,166	14.3%	297,934	18.6%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

* % change compared to last year